



DOING  
THE MOST  
GOOD™

William Booth, *Founder*  
Shaw Clifton, *General*

Maxwell Feener, *Territorial Commander*

Lt. Colonel William L. Crabson, *Divisional Commander*

Captain Stephen Morris, *National Capital Area Commander*

Federal Communications Commission  
445 12th Street SW  
Washington, DC 20554

April 17, 2008

Dear Sir or Madam:

I am Wenners Ballard, Director of Corporate Development, The Salvation Army, National Capital and Virginia Division. It is with great pleasure that I write this letter of support for NBC4 Washington, WRC-TV.

Over the past two years, The Salvation Army has been honored to award NBC4 Washington with several plaques in recognition of their participation as not only supporters but also media partners in our many charitable activities. In both 2006 and 2007, NBC4 was awarded a plaque for their outstanding on-air contributions to our Food and Families project. They were also recognized for the countless hours they contributed in support of the Katrina Hurricane disaster telethon.

In addition, NBC4 Washington has aired public service announcements (PSAs) for The Salvation Army for more than three years. The Salvation Army turned to the station in order to raise public awareness of fund raising and other activities such as:

- “grate patrol” designed to provide the homeless with shelter during cold winter nights;
- the locations of cooling centers, designed to provide air conditioned shelters during the sweltering days of summer for those who do not have air conditioned dwellings;
- drop-off locations for the annual toys for the needy kids campaign;
- the Christmas “Angel Tree” program; and
- the “coat drive”.

Finally, I rely heavily on the dynamic relationship that has evolved between our marketing departments. NBC4 has been instrumental in providing assistance in the marketing arena and more specifically, regarding strategic planning and public relations.

The Salvation Army looks forward to continued years of collaboration with NBC4, WRC TV.

Sincerely,

Wenners Ballard

Wenners Ballard

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